

Standard Oral and Written Spanish

Code: 103870
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	1

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Teachers

María Jesús Machuca Ayuso
Francesc Rodríguez Ortiz
Yurena Maria Gutierrez Gonzalez

Prerequisites

There are no specific prerequisites other than the conditions of access to the university.

Objectives and Contextualisation

The purpose of this subject is to improve the ability of analysis and production of texts for the media both in their oral and written variety. At the end of the course, students should know the main characteristics of a series of textual models, which will allow them to apply this knowledge to the composition of texts in Spanish.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
- Disseminate the areas knowledge and innovations.
- Express oneself fluently and effectively in the two official languages, both orally and in writing.
- Manage time effectively.
- Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning Outcomes

1. Demonstrate a command of the official languages and their communication resources in order to produce oral and written texts fluently, efficiently and accurately.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Develop autonomous learning strategies.
5. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
6. Disseminate the areas knowledge and innovations.
7. Express oneself correctly, both orally and in writing.
8. Find the substance and relevance in advertising texts, in the two official languages, in any format to determine correct forms of oral and written expression.
9. Manage time effectively.
10. Produce texts in the two official languages that adapt to the structures of advertising language.
11. Research, select and arrange in hierarchical order all kind of sources and useful documents for the development of advertising messages.
12. Use ones imagination with flexibility, originality and ease.
13. Value diversity and multiculturalism as a foundation for teamwork.

Content

Topic 1. Orality and writing in publicity and public relations texts. Expressions of oral language and written language in different formats. Linguistic resources for the elaboration of texts. Norm and use in different publicity and public relations texts. Some of the normative problems of Spanish.

Topic 2. The textual units: statements and paragraphs. Constituents of the statement, concordance and order of words. Paragraph types. Use of connectors and referential elements.

Topic 3. Procedures of textual creation. Linguistic and extralinguistic factors: variation and creativity. Denotation and connotation. Creation of advertising statements and rhetoric.

Unit 4. Articulation, pronunciation problems and proper characteristics of oral language in the fields of advertising and public relations. The prosodic features: speed of elocution, pauses and distribution of the accents in the statement. Melodic patterns and sentence modality in Spanish.

Topic 5. The oral presentation. Linguistic resources for oral presentations. Preparation of oral interventions. Oral resources for oral presentation. Non-verbal communication.

Methodology

The methodology used in the directed activities combines master classes (for the presentation of the theoretical and descriptive contents of the course) with practical activities, which require the active participation of the students individually and in groups. In the supervised activities, students must read, analyze and synthesize texts and mandatory reading documents, as well as prepare and carry out the activities assigned by the teacher. The students will have support materials in the Moodle of the subject and with face-to-face tutorials.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom practices and seminars	37.5	1.5	
Theory classes	15	0.6	

Type: Supervised

Tutorials	7.5	0.3	10, 3, 1, 4, 8
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Type: Autonomous

Reading, analysis and synthesis of texts and documents, preparation and realization of papers	90	3.6	3, 1, 5, 7, 9, 8, 13
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Assessment

Students must complete the following tests throughout the course:

- Analysis and production practices of written language samples (25%): delivery on November 5 (digital) and November 6 (paper).
- Practices of analysis and production of oral language samples (25%): delivery on December 20 (digital) and January 8 (paper).

The characteristics of each one of the practices will be specified during the course and can be consulted in the Moodle.

- Test of comprehension of the mandatory readings (10%): evaluation on January 8.
- Written test on the theoretical and descriptive contents of the course (40% of the grade): evaluation on January 8.

To pass the subject all the activities must be done and delivered within the due deadline.

In order to pass the subject the student must achieve a final grade equal to or greater than 5.0, once the percentages above indicated have been applied. In order to pass the subject the student must achieve a minimum grade average equal to or greater than 3.5 points out of 10 (theory excluded) in the tests, provided that the sum of all evaluation activities is at least 5.

Students who have failed the theoretical test with less than a 3 must apply for re-evaluation.

Students who have failed some of the activities may apply for re-evaluation of a maximum of two of the tests. The review of evaluation activities will take place on January 22.

The re-evaluation of the tests will take place on January 29.

Students will be considered "not evaluated" if they have submitted only one of the practices/tests. The elaboration of more than one practice/test will mean, then, the will of the student to be evaluated in the subject and, therefore, his presentation to the evaluation.

In order to be entitled to the extraordinary review, the ordinary revision must have been made.

WARNING

The completion of punctuation, morphosyntax, lexicon errors will have a penalty of 0.2 each. A test with more than 15 grammatical errors will be directly suspended with a 0 and must be repeated in the re-evaluation. In the re-evaluation students can only apply for a maximum of two tests (out of the total of four).

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Mandatory reading comprehension test	10%	0	0	11, 4, 5, 6, 9, 8
Practice of analysis and production of oral language samples	25%	0	0	12, 10, 3, 2, 1, 4, 5, 6, 7,

Practice of analysis and production of written language samples	25%	0	0	12, 10, 3, 2, 1, 4, 5, 6, 7, 9
Written test on the theoretical and descriptive contents of the course	40%	0	0	12, 10, 3, 2, 1, 4, 5, 6, 7, 9

Bibliography

The content of this subject will be sensitive to aspects related to the gender perspective.

Basic bibliography

- BRIZ, Antonio (coord.) (2008): *Saber hablar*, Madrid: Instituto Cervantes-Aguilar.
- CURTO, Víctor; REY, Juar y SABATÉ, Joan (2008): *Redacción Publicitaria*. Barcelona: Editorial UOC.
- DE SANTIAGO GUERVÓS, Javier (2012): *Principios de Comunicación persuasiva*. Madrid: Arco Libros.
- HERNÁNDEZ GUERRERO, José Antonio y María del Carmen García Tejera (2004): *El Arte de hablar: manual de retórica práctica y de oratoria moderna*, Barcelona: Ariel.
- REAL ACADEMIA ESPAÑOLA (2019): *Libro de estilo de la lengua española: según la norma panhispánica*, Madrid: Planeta.
- SÁNCHEZ LOBATO, Jesús (coord.) (2006): *Saber escribir*, Madrid: Instituto Cervantes-Aguilar.
- van DIJK, Teun A. (2000) (comp.): *Estudios sobre el discurso: una introducción multidisciplinaria*, Barcelona: Gedisa.

Specific bibliography

Throughout the course, the mandatory and complementary bibliographic references fundamental for the follow-up of the course will be provided.